



Source: Shutterstock.

▲ **Radio enjoys the advantage of intimacy with the local DJ.**

allowed communications between the listeners, customers of the product, and the DJ. The other advantage of using radio was that it was easy and inexpensive to make changes to ads as the campaign progressed. The campaign was highly successful in California. Beachbody subsequently expanded the campaign nationally within a few months.²⁰

Disadvantages of Radio Advertising

One problem with radio is the short exposure time of an ad. Most radio commercials last 15 or 30 seconds. Listeners involved in other activities, such as driving or working on a computer, may not pay attention to the radio. Further, people often use radio as a background to drown out other distractions, especially at work.

For national advertisers, covering a large area with radio advertisements is challenging. To place a national advertisement requires contacting a large number of companies. Few large radio conglomerates means contacts must be made with multiple stations. Negotiating rates with individual stations based on volume is difficult. Local businesses can often negotiate better rates than national advertisers because of the local company's relationships with the radio stations.

The four main national radio networks in the United States are Westwood One, ABC, CBS, and Unistar. These are joined by a few other strong networks, such as ESPN radio and CNN. Nationally syndicated programs such as those on the Fox radio network offer some opportunities to national advertisers.

In large metropolitan areas, duplication presents another problem. Several radio stations may try to reach the same target market. For instance, Chicago has several rock stations. Advertising on every station may not be financially feasible, yet reaching everyone in that target market will not be possible unless all rock stations are used.

Radio advertising offers a low-cost option for a local firm. Ads can be placed at ideal times and adapted to local conditions. Careful selection of stations, times, and quality construction of the advertisement will be the key. Radio allows local businesses to present remote broadcasts. Remotes can attract attention to a new business (restaurants, retail stores, etc.) or to a company trying to make a major push for immediate customers. Radio promotions can be combined with other media (local television or newspapers) to send more integrated messages.

For business-to-business advertisers, radio provides the opportunity to reach businesses during working hours, because many employees listen to the radio during office hours. Radio can reach businesspeople while in transit to or from work. Both radio and television usage has increased for business-to-business marketing.

Outdoor Advertising

Billboards along major roads are the most common form of outdoor advertising; however, there are other forms. Signs on cabs, buses, park benches, and fences of sports arenas are other types of outdoor advertising. Some would argue that even a blimp flying above a major sporting event is outdoor advertising.

Advances in technology have dramatically changed outdoor advertising. Annual expenditures on outdoor advertisements now total more than \$5.5 billion. Global positioning systems, wireless communications, and digital display technology have transformed outdoor advertising. The most popular outdoor technology, LED, is used by companies such as Procter & Gamble and McDonald's. LED technology is used to create video screens for animated videos in locations such as Times Square in New York and the Strip in Las Vegas. It can create both static messages and visuals that change electronically.

TABLE 8.5 Outdoor Advertising

Advantages	Disadvantages
1. Able to select key geographic areas	1. Short exposure time
2. Accessible for local ads	2. Brief messages
3. Low cost per impression	3. Little segmentation possible
4. Broad reach	4. Cluttered travel routes
5. High frequency on major commuter routes	
6. Large, spectacular ads possible	

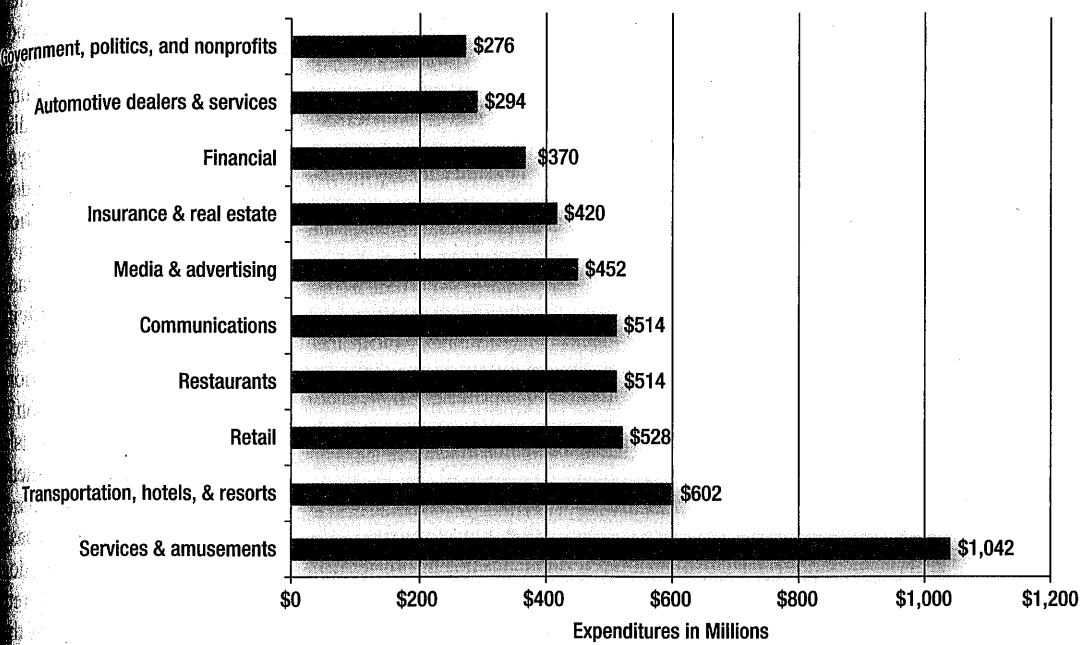


FIGURE 8.7 Expenditures on Outdoor Advertising

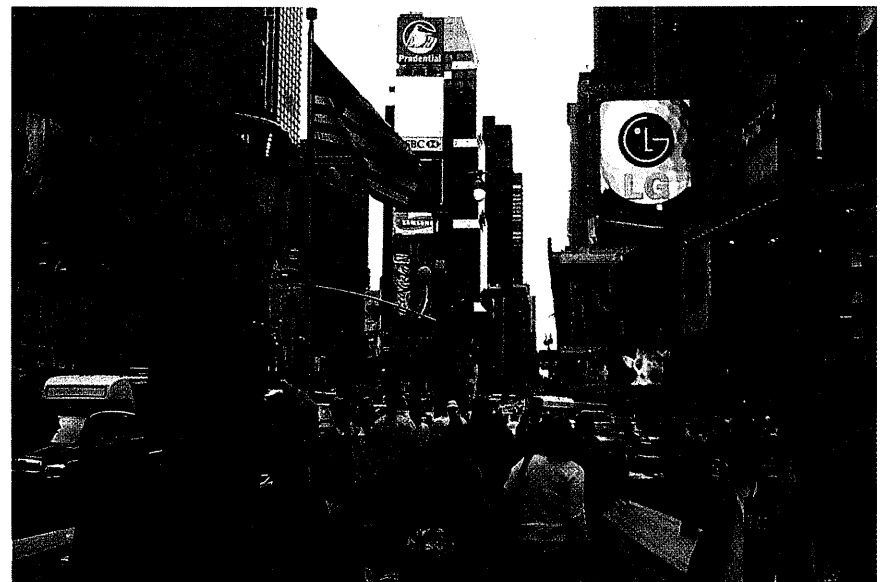
Source: Adapted from "Outdoor Advertising Expenditures, 2009 January-June," TNS Media Intelligence/CMR OAAA, September 2009.

Table 8.5 lists the advantages and disadvantages of outdoor ads. Figure 8.7 shows a breakdown of outdoor spending.

Advantages of Outdoor Advertising

One primary advantage of billboard advertising is long life. For local companies, billboards are an excellent advertising medium, because the message will primarily be seen by local audiences. It is also a low-cost media outlet in terms of cost per impression. Outdoor advertising offers a broad reach and a high level of frequency if multiple billboards are purchased. Every person who travels past a billboard or sees an advertisement on a taxi has the potential for being exposed to the message. Many billboard companies provide rotation packages in which an ad moves to different locations throughout an area during the course of the year, thereby increasing the ad's reach.

Outdoor advertising in Times Square.



Source: Author Supplied Image.

Source: Courtesy of Pink Jacket
Creative: A Creative Factory.

The
Snoring
Center

Snoring Kills

[*the mood*]

SnoringCenter.com

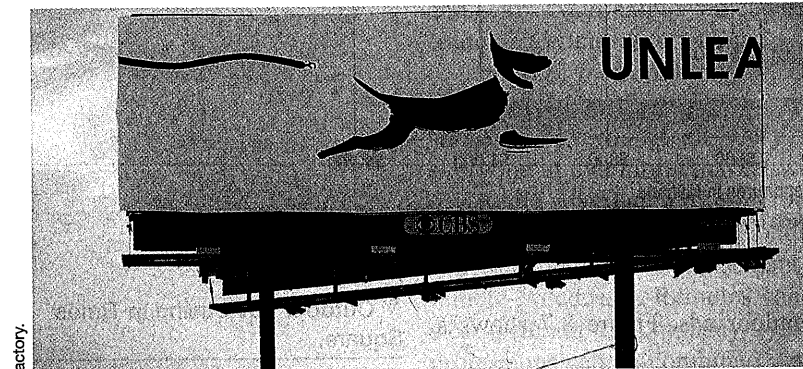
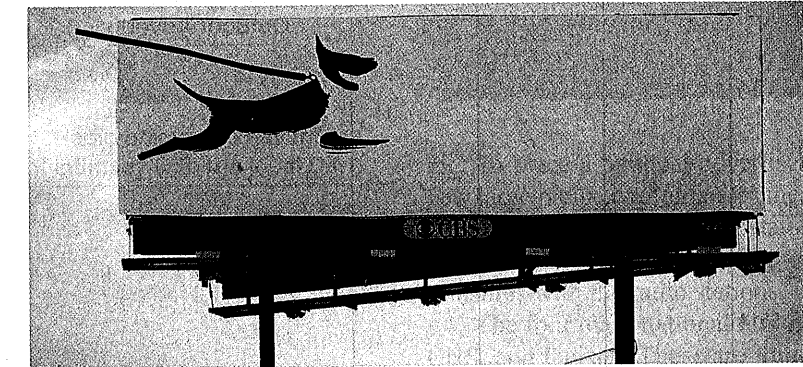
▲ A billboard advertisement for The Snoring Center with the theme "Snoring Kills."

increased. The reason: traffic jams. People stuck in slow-moving traffic spend more time looking at billboards. If this space is not available, a firm can seek billboard locations where traffic stops for signals or at stop signs.

In the past, outdoor advertising was seldom considered in the planning of an integrated marketing communications program or the development of the media plan. Today, outdoor

advertising can be the critical component of an IMC program and, in some cases, the primary medium. The advertisements for the Snoring Center displayed in this section utilized outdoor advertising as the primary medium. The campaign is described in greater detail in the Integrated Campaigns in Action section at the end of this chapter.

The Pink Jacket Creative advertising agency created a feeling of expectancy and mystery with its "Unleashed Dog Park" campaign, which featured the three successive billboards shown in this section. As shown, the first billboard displays a dog on a leash. Next, the dog, now with an unfastened leash, moves to the center of the billboard, and "unlea" appears in the top-right corner. In the final billboard, the dog is on the right side of the billboard, the leash is gone, and the message "Unleashed indoor dog parks" appears. It also displays the services offered, the Web address of the park, and the location of the facility. In addition to billboards, street kiosks and bus wraps were used to get the message out.



Source: Courtesy of Pink Jacket Creative: A Creative Factory.

▲ A series of ads for the Unleashed dog park was created by Pink Jacket Creative to gain the attention of motorists, causing them to wonder what the total message would be.

magazine advertising's ability to target consumers more efficiently by demographics and lifestyles.²² Table 8.6 displays the pros and cons of magazine advertising.

Advantages of Magazine Advertising

Magazines can create high levels of market segmentation by topic area. Even within certain market segments, such as automobiles, a number of magazines exist. High audience

Magazines

For many advertisers, magazines have been a secondary choice. Recent research indicates that in some cases magazines can be a quality option. An Affinity Research study suggests that half of magazine readers either take action, such as accessing a Web site, or have more favorable opinions about magazine advertisers. Several studies indicate that magazines are a strong driver of purchase intentions and boost the effectiveness of other media.²¹ One study concluded that every dollar a company spends on magazine advertising yields an average of \$8.23 in sales. The average return on investment for all other media is \$3.52 per advertising dollar spent. The reason for this difference may be